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The **REPORTER**
of Direct Mail Advertising

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A Report for November, 1944
Direct Mail Activities . . .
But Mostly About LETTERS

TO FLY MORE B-29s . . .



*We must
buy more*
c 100s!

Buy extra bonds of that popular \$100 variety! Bonds of every size keep bombs screaming down upon the retreating Japs. It's our money that gets food and guns and ammunition to those eleven million men and women in Army, Navy and Marines. It's our job to buy more of the biggest, toughest bombers ever to darken a nation's sky and thunder its impending doom. Only when we've bought every last bond we can afford, dare we say we've done our best for the men who are fighting for us. Let's break the backs of those bondadiers!

1894-1944



THE CHAMPION PAPER AND FIBRE CO., Hamilton, Ohio

MILLS AT HAMILTON, OHIO . . . CANTON, N. C. . . HOUSTON, TEXAS

*Manufacturers of Advertisers' and Publishers' Coated and Uncoated Papers, Bristols, Bonds, Envelope Papers,
Tablet Writing and Papeteries . . . 2,000,000 Pounds a Day*

DISTRICT SALES OFFICES

NEW YORK • CHICAGO • PHILADELPHIA • CLEVELAND • BOSTON • ST. LOUIS • CINCINNATI • ATLANTA

Let's Talk About Letters

The Army is worried. So is the Navy. And what do you think they are worried about? Letters! It seems that the boys and girls in the armed services are not getting enough letters from home, and not the right kind of letters. As the war drags along from week to week and month to month and year to year, the first blush of enthusiasm for writing letters has worn off. The folks at home are more inclined to let the days go by without as many letters as were formerly written. And what's more, many of the letters from the home folks to the boys at the front now bear the signs of unmistakable war weariness. Too many letters from mothers say, "I wish you could come home right away . . . we need you so much," or words to that effect. Too many letters tell the boys about all the troubles at home.

Of course the boys want to come home and letters urging them to do something over which they have no control only makes matters worse. The Army and Navy Departments are working with program managers in the Office of War Information trying to develop a campaign which will not only create more letters for the boys . . . but better letters. Some of the promotion men would like to find a new slogan or a new word to describe such letters. Many suggestions have been made, but none seem to click. One suggestion was . . . "Moraletters" . . . but that's not exactly right. Can any reader of *The Reporter* make a good suggestion? It may be a word . . . or a phrase . . . a sentence . . . or a short or long article. It is a bad situation and all of us who are interested in letters should be willing to jump in and help.

One of the best messages we have seen on the situation appeared in the November 22nd issue of PM in a letter to the editor from a Lieutenant overseas. Here's what he said:

Dear Editor:

The men are crawling out of their tents in what they lay down to sleep in. They have been slipping to the orderly room, which is a tent, all

through the evening and the past four days, asking for mail. They leave their friends, they leave the mess line. They forget all when the sound of mail call comes.

I have seen soldiers walk by officers with a smile on their lips and a tear in their eyes with a letter in their hand forgetting to salute. And I have seen officers do the same, forgetting to return the salutes.

We are all human underneath. I have heard voices in the dark saying: "Well, I feel all right now. I have three letters." I have seen soldiers slink back into their tents, steal to the woods, seek out a dark spot and cry like babies because they had received no mail.

The heart of this letter is mail call. The people in the States will never realize the importance of a letter. The least that they can do is write. Please do what you can to encourage the people to write to us.

We think the Army and the Navy might do something with the idea of the use of Direct Mail by officers in the service. Perhaps it could work out a method by which in certain cases the officers would write to the parents at home. It has been done before. We reported several instances in this magazine during the early stages of the war, but haven't seen a recent example until we picked up this specimen, dated June 26, 1944, written by an officer at Camp Grant, Illinois, to each of the boy's mothers in his unit, most of them only 19 or 20 years old. We are glad to credit "The Wolf Magazine of Letters" for the specimen:

Dear Mrs. O'Connell:

I have been intending to write to all of the mothers of the men in my section for some time, but with all of the final preparations in progress I have found little time. Soon we will say "So long" and the 257th Medical Section will be on its way. Before we leave, I want to tell you how proud I am of your son and the organization of which he is an important cog. Not only have the men in this section been well trained in their fields but they are all fine gentlemen in addition. I am proud to be called their C. O.

I wish I could reassure you as to the nature of our duties, but that is something that even the War Department doesn't know. But this I do know! If we should at any time enter a dangerous area, your son has

been well trained to protect himself, and I will plan to take advantage of every bit of special training that I have had to insure that he does not become careless.

If there should be periods during our absence when you are not hearing from your boy regularly just remember no news is good news and that he may be too busy to write. I wish however that you would become your boy's Morale Officer and see that he is not neglected at mail call for lack of letters from home and from his old friends. I am including my wife's address in this letter in case you like to contact me about any of your boy's troubles. It will be Mrs. Pauline Grisell, Route One, Mitchell, Indiana. I would like to feel that I am serving as a substitute for you . . . and I want you to know that I will do everything in my power to insure your boy's safe return.

One thing before I close and that is in regard to rank. I am telling all of the mothers I am writing to that unfortunately, being a small unit, we will not be able to advance your sons as rapidly as some of his friends have been able to do, but we will have a comradeship and some other advantages that a larger unit will not have. I wish we could make all of the men master sergeants, but our allotment is much less.

Sincerely yours,

Ted L. Grisell
Captain Med. Corps, Commanding.

So, here is a job for Direct Mail fellows . . . for expert letter writers. Surely, Bill Feather, Nick Samstag, Bob Collier, Jack Carr or any one of the members of The Hundred Million Club could devise some practical campaign or idea to help the Army and Navy educate parents or friends on how to write to the servicemen.

Send your ideas in to *The Reporter* and we will see that they reach the right people promptly.

From our observations of the past few months, nothing needs to be done to educate the service people how to write. Perhaps V-Mail has encouraged the overseas boys to be clear and brief and to the point . . . to cram a lot of thoughts into a small space. The letters we have seen from overseas are far better than the average run of home grown business or social correspondence.

AND, WHILE WE ARE ON THIS SUBJECT OF LETTERS—

We might as well talk about business letters, too. Good business letters are more important now than they ever have been. With less printed promotion of products, letters are in many cases the sole contact between business organizations and their customers, former customers or postwar prospects.

In the peace days that are ahead . . . before postwar plans have materialized sufficiently to enable the production of printed literature, letters are going to be necessary to re-establish contacts, to announce plans, etc. In spite of all the crusading for better business letters, there doesn't seem to be any real marked improvement.

We were interested in reading the book just published by the University of Oklahoma Press, entitled "Credit Letters That Win Friends." It was written by our old friend, William H. Butterfield, who has written several other very good books on letters. This book sells for \$1.75. Although written for credit men, it could be of value to all Direct Mail people. One section of the Butterfield book talks about wasteful wordiness and the difference between incisive and roundabout thinking. It gives several examples of wasteful credit correspondence, one of which we are reproducing here:

Dear Mrs. Blank:

~~The writer wishes to take this opportunity to thank you for opening a charge account at this store. In accordance with our established policy, we shall strive constantly, in every way possible, to make your account a real and lasting convenience to you in the future, and we are fully confident that it will prove to be a source of continued satisfaction to you when you shop at B—'s.~~

~~Please be assured that all our various facilities are at your disposal at all times, and that we hope you will find it convenient to use them often in order to make your visits to the store more enjoyable in the future.~~

~~In addition, please permit me to state that we shall welcome your suggestions at any time if you think of any possibilities for the improvement of our service to our patrons.~~

~~We are fully aware of the fact that the opening of your account is an expression of your confidence in our merchandise and in our service, and we give you our unqualified pledge that we shall do our best at all times to justify your faith in us.~~

Sincerely yours,

This shows how expert deletions not only reduced a letter from 190 to 95 words . . . but also gave the message greater force and clarity. Study this example. *The Reporter* has been preaching this procedure for years. In the February, 1939, issue we illustrated a three page

letter which had been sent to us for criticism. It was a letter sent in answer to inquiries received from southern farmers by a manufacturer of roofing. The original three page letter contained 869 words. All we did was use a blue pencil. Needless words were eliminated; a few sentences were switched around. None of the meaning was changed. Instead of a three page letter of 869 words, it became a letter of 674 words. And it was clearer and stronger. We suggest that all of us in the Direct Mail field should go back to school and study better letters. And the only real school is past experience. Take out the useless words. Take out the indirect expressions. Go right to the point. Make your letters friendly. If you think that poor letters have been eliminated entirely, read the following. We will again have to credit "The Wolf Magazine of Letters" for an excellent example. With the railroads so busy these days, you would think that someone would try to streamline railroad correspondence. But this letter was actually written and mailed by someone in the executive offices of a prominent railroad.

Dear Miss G—:

I am in receipt of letter from Mr. P—, Division Passenger Agent, Cleveland, Ohio, dated June 17th, in which further reference is made to refund claim on Pullman ticket form 100-1-G, No. 408 sold for a bedroom from New York to Cleveland, dated for service May 21st.

It is noted from additional information furnished by Mr. P— that cancelation of the space shown on this ticket was requested thru the reservation bureau at New York at 5:35 p. m. of May 21st, three hours prior to departure of the train, thereby allowing sufficient time for this ticket number to be erased from the diagram and the space made available for reassignment to other passengers.

Unfortunately, this information was not furnished in your letter of May 24th requesting refund as no mention was made regarding the reason for nonuse of the ticket nor were we advised that cancelation of the space was requested sufficiently in advance of train departure time as to warrant redemption of the ticket under the terms of our present refund tariff. In the absence of this information, we have no alternative other than to decline refund as per our letter of June 3rd, pending, of course, reopening of the claim upon presentation of information which would permit redemption of the ticket.

In view of the information now furnished, we are pleased to reconsider your application for refund and I am requesting our Treasurer to forward voucher for \$7.85, which no doubt will be delayed possibly ten days to two weeks due to the tremendous amount of refund claims passing thru our auditing department. However, voucher will be forwarded immediately following completion of the audit.

FORMULAS FOR WRITING LETTERS

At the risk of being accused of digging up old stuff and giving you material that you already know or have seen before in *The Reporter* . . . we are going to reprint the ten letter formulas which appeared in a previous issue of *The Reporter*. In case any of you want to look up the records, refer to the December, 1941, issue—the center spread. We gave all of you the formulas on one convenient insert spread so that you could have them framed and hung on your office wall. Of course, we know that some of the smart professionals do not like formulas. They think formulas are unnecessary. Perhaps they are right. But if you know the general rules which have developed from long experience in letter writing . . . your letters are bound to become better. So, study these simple formulas again. Put them on cards. Study them often. Compare them with the letters you write. Compare them with the letters other people write to you.

1—GENERAL

WRITE AS YOU TALK. A great majority of business letters are stilted, stodgy, verbose and insincere BECAUSE . . . the writers acquired bad habits from outmoded textbooks or they learned unnatural expressions in offices where letter writing technique was antiquated . . . business schools have used poor letters as models for training typists and secretaries.

To start writing better business letters . . . try writing exactly as you talk. Develop a **conversational tone**. Every test indicates people **prefer** the conversational type of letter. A letter is only a substitute for a personal talk. Don't try to make it anything else.

2—ATMOSPHERE

DEVELOP A PLEASING PERSONALITY IN YOUR LETTERS. Of course, if you don't have a pleasing personality **naturally**—you better give up trying to write pleasing letters. Study the characteristics in **yourself** which people



KEEPING IN TOUCH

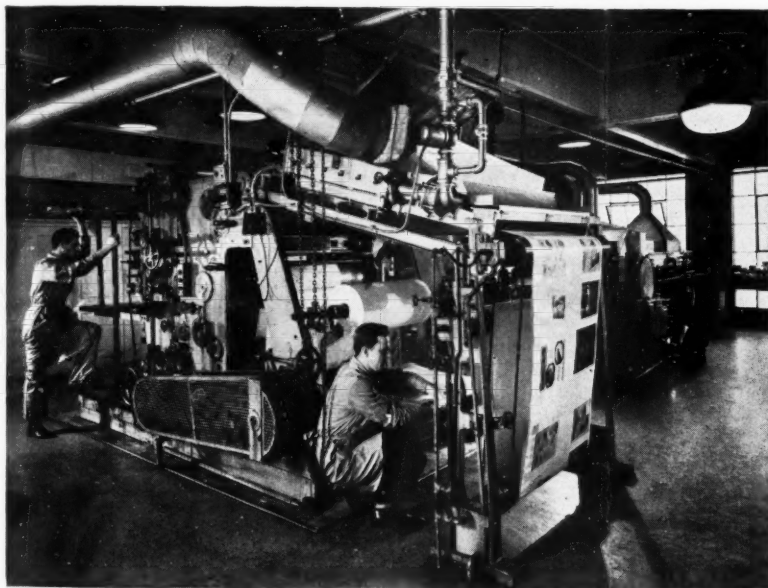


PREPARED BY INTERNATIONAL PRINTING INK DIVISION OF INTERCHEMICAL CORPORATION

NOVEMBER, 1944

HOW INK RESEARCH AIDS PRINTING

Vaporin and Vaposet Dry Faster, Print Better



This press in the IPI laboratories is equipped to operate with Vaporin ink. More than 200 magazines and numerous container printers are using Vaporin inks.

By now, the qualities of IPI* Vaporin* inks are well known, but many printers will appreciate this opportunity to review the development of the inks which made possible today's fast printing.

Printers had struggled for years with the problem of offset, with the long waits that had been necessary before jobs could be backed up, with delays in getting finished press work to the bindery. Practically all modern high-speed presses were capable of greater production, but this production had not been available to printers and their customers because of ink deficiencies.

Inks called "quick-drying" had been on the market for some time. But such inks were merely old ink formulas doped and tortured to gain

a degree of faster drying until they lost the qualities demanded by printing craftsmanship.

The IPI Research Laboratories — with the help of precision research and control equipment — attacked the problem in a fundamentally different way. They set up the objective not only of quick-drying, but also of better printing.

Out of this research came two revolutionary developments in printing ink manufacture: First Vaporin and later Vaposet.

Vaporin is radically different in structure from conventional inks. With it, traveling tympan and slip sheets are unnecessary. The solvents, unlike those in ordinary inks, pass off rapidly by vaporization upon the application of heat, leaving the solids

trapped and dry on top of the sheet. This quick-drying feature makes Vaporin advantageous to web press printing where immediate backing up is required and to continuous process printing where the paper must pass instantly through folding, coating, cutting or other fabricating steps. Vaporin prints sharper because the paper pulls the Vaporin cleanly off the plate and the vaporizing process dissipates the volatile portion of Vaporin, leaving the solids on the surface.

Vaposet* inks — newer and less known than Vaporin — are quickly dried or set by moisture or water in some form. Because of their drying speed, lack of odor, and heat sealing characteristics, they are rapidly coming into wide use for the printing of cartons, bread wrappers and chewing gum wrappers.

Both Vaporin and Vaposet are revolutionary departures from conventional ink-making principles. They illustrate how fundamental research is giving the printer the means to do faster, finer printing. Vaporin and Vaposet are producing results long hoped for by printers but never attainable with the old, inadequate rule-of-thumb ink formulas.

FREE COLOR GUIDES

A letterpress and an offset color guide, each made up in both file size and an easy-to-carry pocket size, a newspaper web press color guide and a specimen book of IPI Everyday* inks are now available to printers and others who select printing ink colors. Write for copies to International Printing Ink, Empire State Building, New York 1, N. Y. *Reg. U. S. Pat. Off.

PUT A WAR MESSAGE INTO EVERY PIECE OF PRINTING

For source material, write GAVC, 17 E. 42d Street, New York

seem to like. What do you say when you meet and leave "Bill Smith?" Try starting and ending your next business letter to him **that way**. Try talking your letters with exactly the same pleasing personality which has made you successful in face to face contacts. Study the expressions which make a favorable impression. Be sure your letters are written on letterheads which make favorable impression.

3—PRACTICE

LEARN YOUR FAULTS. What stilted, outmoded expressions are you using? What indefinite, confusing, useless words do you put into your letters frequently from force of habit? Get a list of all the stereotyped expressions which should not be used. Read them aloud and learn how **foolish** they sound. Read your own letters aloud, or have someone read them to you. Don't be satisfied until your letters **sound** like you talk. And then don't be satisfied. Keep on improving. Don't argue in your letters. Don't lecture. Don't criticize. Don't strut, brag, stumble, stutter or boast. Don't use the we-our-us-my-I approach. The recipient should be **THE HERO** of the letter . . . not you.

4—ESSENTIALS

There are four essential qualities which every routine business letter should have:

1. **CLEARNESS**
2. **BREVITY** (But long enough to be complete)
3. **COURTESY AND FRIENDLINESS**
4. **BELIEVABILITY** (Which is also the **most important** quality in a sales letter)

5—FAULTS

The Four Most Common Faults of Business Letters (Eliminate Them):

1. Use of objectionable or useless words
2. Improper arrangement of words and phrases
3. Incorrect expression of thought
4. Offensive and displeasing words and phrases

Practice on your letters with each of those points. Refer to your list of objectionable words and phrases. Use your blue pencil. Don't be satisfied until your letters sound like you talk.

6—EASY FORMULA

The Four P's:

PICTURE: Put recipient of letter in a favorable picture, or paint

a word picture of value, pleasure, profit, etc.

PROMISE: Show how what you are offering or writing about will keep or put recipient in favorable picture.

PROVE: Give definite reasons (proof) why what you offer (or write about) is the **right thing** for recipient.

PUSH: State clearly exactly what you want recipient to do. Ask for reply. Ask for order. Be specific in your **push**.

(Note: Try writing your next letter with **PUSH** section written first. It will improve your style. You will know exactly **why** you are writing.)

7—COMPARABLE FORMULAS

Picture	Desire	Attention
Promise	Action	Interest
Prove	Dramatic	Description
Push	Descriptive	Persuasion
Attention	Persuasive	Proof
Interest	Clinching	Close

No matter what formula you select—or whether you rely on any formula—use ordinary common sense in routine or selling letters.

8—QUESTIONS

Here are questions you should ask yourself before starting to write a letter:

1. What do I want my letter to do?
2. What **feeling** do I want to convey or create?
3. What idea do I want the reader to get?
4. What is the big idea I want to put across?
5. What action do I want from the reader?
6. What, in short, is my goal?
7. What feeling must I create in the reader to make him do as I wish?
8. What motive must I arouse?
9. What will my letter offer to satisfy that motive?

9—MAIL SELLING

Here is Frank Egner's Formula for writing effective Direct Selling Letters. Many students have found outline helpful for other types of letters:

1. A headline (or first paragraph) to evoke desire as well as get attention

2. An inspirational lead-in
3. Clear definition of product or offer
4. A success story
5. Testimonials and endorsements (proof)
6. Special features
7. Statement of value (to recipient)
8. Action closer (the push)
9. A P.S. rephrasing headline

10—MISCELLANEOUS

Study good letters written by others. Compare them with the letters you wrote today, last week, last month, last year. Read good books,—particularly those known for concise descriptive style, such as *The Yearling*. The Bible is helpful . . . for developing flowing style. Review improvement formulas and suggestions often. It is easy to slip back into old habits. Remember the one most important rule: **read your letter aloud** . . . if it does not sound like you talk, tear it up and start all over again. To judge appropriateness of your closing (for example) picture yourself backing out of your readers door . . . **saying** goodbye in same words used in your letter. Final caution: be sure that your letterhead furnishes an **appropriate background** for your letters.

Reporter's Final Note: Seems like we have wandered far afield from the original start of this article. But, after all, it all ties in together. Let's start a campaign to take the bunk and the pessimism out of all letters . . . social and business . . . war and peace. And *we want letters on the subject.*

REPLY ENVELOPES AND COLLECTIONS. In recent tests of collection mailings, Spiegel, Inc., Chicago, found that use of reply envelopes increased the percentage of collections received. In one test, 798 collection letters were dispatched without including business reply envelopes. From these letters remittances were received from 42.85 per cent. In addition, 6.78 per cent requested extensions, totaling 49.63 per cent who answered. In a similar mailing of 798 letters, including business reply envelopes, 45.12 per cent remittances were received with 16.80 per cent requests for extension, making a total of 61.92 per cent responding.

DMAA Bulletin.

Prominent Users of Strathmore Letterhead Papers: No. 53 of a Series



Is your letterhead "ON THE BEAM"?

Every two minutes throughout the day and night, from some airport in the United States, or Canada, or Mexico, an American Airlines Flagship takes off on a flight, vital today to winning the war. Tomorrow the Route of the Flagships will play an increasingly important part in the peacetime world.

American Airlines letterhead, on fine Strathmore paper, expresses the position and power of this great company. Your letterhead, too, should be "on the beam"...should get your story home. Today, when lighter weight paper must be used, quality is paramount. The Strathmore watermark is your assurance of that quality.

Strathmore Papers for Letterheads: Strathmore Parchment, Strathmore Script, Strathmore Bond, Thistlemark Bond, Alexandra Bond, Bay Path Bond and Alexandra Brilliant.

STRATHMORE

**MAKERS
OF FINE
PAPERS**

Strathmore Paper Company, West Springfield, Massachusetts

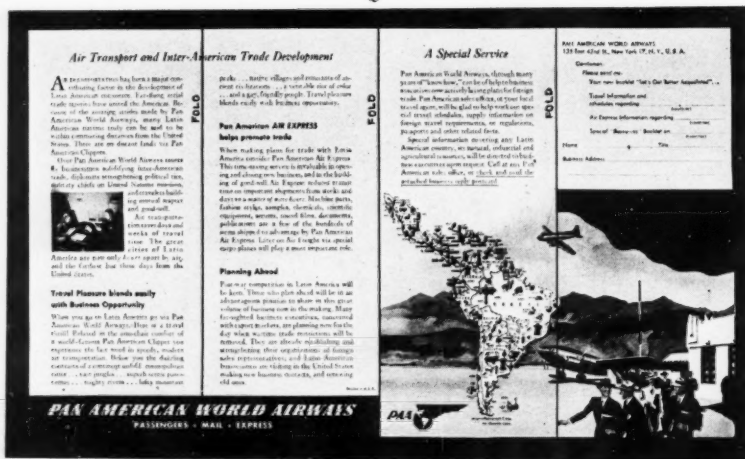
PAPER IS PART OF TODAY'S PICTURE

Current Strathmore advertising points out how essential paper is to the war effort, features leading industries that use Strathmore in their Victory programs, stresses the point that good letterheads help maintain the reputation every firm is guarding today.



This series appears in:

**FORTUNE
TIME
BUSINESS WEEK
UNITED STATES NEWS
NEWSWEEK
FORBES
ADVERTISING & SELLING
TIDE
PRINTERS' INK
SALES MANAGEMENT**



❑ **WANT A GOOD IDEA?** For an economical die-cut cover which does a double duty job, we are reproducing the inside full spread of a cover folder recently issued by Pan American World Airways. It was printed on bristol stock, which when folded, makes a self mailer measuring 4" x 9". Notice in the illustration that we've indicated the fold marks. Notice the last or fourth wing where the die-cut appears. Notice that the return post card is cut slightly shorter than the bottom section.

❑ **A BOOK YOU SHOULD READ.** Although some of the advertising publications have been indignant about Blake Clark's new book, "The Advertising Smoke Screen" this reporter thinks that all advertising people should read it. The editor of *The Reporter* knows Blake Clark rather well. We had lunch with him many times when he was with OCD in Washington. We discussed with him before he went into the Army, many of the items he talks about in "The Advertising Smoke Screen." Some of you may remember him as the man whose article on cigaret advertising in *The Reader's Digest* stirred up such a storm of argument.

In a day when the buying tendencies of the average American consumer are strongly influenced by the advertisements he reads in magazines, newspapers and on billboards, advertising has an important duty in public life—a duty to inform rather than deceive. Blake Clark has written a clear-sighted book that encourages fair and honest

advertising and exposes the tricks of the trade used by the unscrupulous adman to sell his products. It is not a condemnation of all advertising but merely of the rackets of the trade.

Here's the trick: When folded, the post card goes inside and remains hidden until the piece is opened. The bottom die-cut portion is folded around the cover or outside, so that the die-cut scene becomes part of the cover illustration. It's a good idea . . . if you can understand our description. If you can't understand . . . you had better try to get a sample by writing to the company at 135 East 42nd Street, New York 17, N. Y.

The Advertising Smoke Screen tells the story of the accomplishments of advertising and the degree of success it has had in cleaning house—in attempting under the eagle eye of the Federal Trade Commission to substitute verity for sensational falsehood. More than that it puts a finger on the enemy in its own ranks by exposing some of the worst offenders—"the finer, the milder, the more tightly packed" cigarette, the "make your teeth shine like stars" dentifrice, the dangerous nerve-stilling bromo, hair restorer and dyes, the vitamin boom, the "cures" for the common cold, reducing potions and disinfectants that more often do harm than good—all these are little better than drugs given preposterous powers by the silver tongue of the adman to hoodwink the unsuspecting public.

In his closing chapters Blake Clark offers a challenge to advertising. Especially in wartime is the strength of advertisement highlighted when put to honest use and weakened when abused, and it is the duty of the trade to promote the war effort in every available way. It is likewise its duty at all times to inform the prospective customer, fairly and honestly, and not to play upon his natural gullibility often endangering his health with false, misleading promises.

This is an important book written with humor, common sense and an eye to the importance of the truth. It is a book that should be read by every American interested in advertising. Published by Harper & Brothers. Price \$2.00.

❑ **OUR COVER PHOTOGRAPH . . .** was sent to us by Lieutenant Joseph E. Canning, Public Relations Office of the Army Ordnance Department, Detroit, Michigan.

Lieutenant Canning described the purposes of the photograph as follows:

In order to graphically portray the important contribution of the typist at Office, Chief of Ordnance-Detroit to the tank and automotive manufacturing program, we decided to visualize this message which if expressed in copy might be interpreted as apologetic or defensive.

It appeared both in the Detroit Shopping News and the Detroit News, where its mission was to recruit new workers for OCO-D and to reinforce the morale of the large clerical staff already employed.

Although exploitation of this photograph is not complete, we already know that it has helped increase the average weekly number of job applicants 300%.

Photography was done by Mr. A. Berman and the art work by Sgt. Rey Tirman, both assigned to OCO-D.

This reporter believes that Messrs. Canning, Berman and Tirman did a good job . . . so we are using it for our cover.

(Anyway . . . we've been getting tired of looking at our wartime type covers. Think it's time for a change.)

The Needs of the MARKET

*Taking the Industry
into our Confidence*

THE most important factor influencing the truly new graphic arts equipment of the future will be the actual requirements of the market. Basically the postwar market will be the composite needs of each printer and lithographer.

The evaluation of present equipment in plants (its type, its condition) in terms of the printing buyer's needs is fundamental. As equipment manufacturers, we gather the information for an over all viewpoint and appraise it in the light of our knowledge and past experience.

To ascertain the immediate postwar needs of the market, the Harris-Seybold purchase proposal program was inaugurated over a year ago. The information compiled from this survey will enable us, when the time comes, to do our planning and manufacturing, based on facts — not on mere opinions. Similarly, extensive product and market studies have been made to tell us the needs of the market in the long range postwar period.

New Harris-Seybold equipment will be released when product developments have been proved and market needs clearly established.

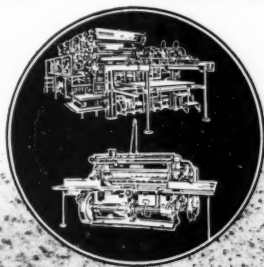
HARRIS • SEYBOLD • POTTER COMPANY

HARRIS DIVISION
CLEVELAND 5, OHIO

Manufacturers of
OFFSET LITHOGRAPHIC • LETTERPRESS AND
GRAVURE PRINTING MACHINERY

SEYBOLD DIVISION
DAYTON 17, OHIO

Manufacturers of
PAPER CUTTERS AND TRIMMERS • KNIFE GRINDERS
DIE PRESSES • WRIGHT DRILLS • MORRISON STITCHERS



A CAMPAIGN THAT FAILED

VOTE FOR HAMILTON FISH FOR CONGRESS



For our own department of humor this month we are reproducing a Direct Mail piece which was used in liberal quantities during the pre-election campaign in the 29th Congressional District of New York. Although we are forced to reduce it greatly in size, you may be able to read the eighth line from the top in which **Black Mail** is mentioned.

We are happy to report (as you all know) that this Direct Mail campaign failed.

Perhaps this piece points out a Direct Mail moral, or several. First, of course, you must have a good product to sell. Then, you must tell the truth. Then, your presentation should be simple and easy to read. You should not try to jam in everything except the kitchen sink.

How the expert Direct Mail man, Hamilton Fish, ever fell for such a monstrosity of the graphic arts is beyond us. He at one time was one of the largest users of Direct Mail in the country. Perhaps he lost his touch because the talents of his chief adviser, in better days, is not available. George Sylvester Viereck happens to be in jail.

☐ **SPEAKING OF PEOPLE** . . . that's a good issue of the Depictor, the house magazine published and printed by Edward Stern & Company, Inc., Sixth and Cherry Streets,

Philadelphia 6, Pennsylvania . . . the Vol. 7, No. 2, received during November . . . devoted to the subject of "People."

The introductory page is worth reprinting here.

Let's get down to Brass Tacks . . .

PEOPLE!

American business doesn't spend \$330,000,000 a year (1943 estimate) on Direct Mail . . . more than it spends on Radio advertising, or National Magazines, or Business Papers . . . without a compelling reason.

What has brought Direct Mail . . . Direct Advertising . . . Business Literature . . . to the top, despite its lack of one clearly understood name or designation, its multiplicity of forms, its absence of any adequate "build-up"?

The reason, we believe, is that businessmen recognize Direct Mail's outstanding, high-powered, specialized characteristics in "getting down to people":

- with your **full story** . . . adequate and detailed.
- with as many illustrations as your message needs for clear presentation.
- with as much—or as little—selective circulation as your purpose requires.
- with direct appeal, to any specific group, "in its own language."

So, in this Depictor, we get down to people, the people who buy and the people who sell them and those very important other people, purchasing executives, dealers, distributors, who both buy and sell.

We were also glad to see that this issue of the Depictor describes Direct Mail in its relationship to each of the other forms of advertising. That is, the tie-ins with each of the other forms of advertising. The story sounds familiar, but it can't be repeated often enough. It reminds us of the Direct Mail Advertising Association Convention in Kansas City which started a series of road shows under the promotional slogan of "A Drama of Advertising." In that DMAA show, various educational booths showed how Direct Mail had been used in cooperation with or in conjunction with every other form of advertising. It was the first time that any one form of advertising had advertised and promoted each of its so-called competitors . . . to show that they were really not competitors after all. So congratulations to Edward Stern & Company for reviving a broadmind-

ed attitude toward advertising in general. We'll need that attitude frequently in the rush to get back to peacetime methods. Here's hoping that the scramble will be peaceful.

WHAT'S THIS DEPARTMENT?

The following copy appears on a penny post card being mailed currently to various people whose names appear in the newspapers. Cards are hand addressed.

210 Fifth Avenue
New York 10, N. Y.

Dear Friend:

We have an interesting news item about you—some member of your family—which has appeared in one of the newspapers. This same day can bring back pleasant memories to you if kept in your scrap-book. I'll send you this upon the receipt of 25¢ (coin or War Stamp) and a stamped addressed envelope. If you will send me your order within ten days, I'll enclose **FREE** a useful little tool—an E. Z. Needle Threader.

Yours, truly,

Crosby Newspaper Syndicate

By (Signature) Polly Crosby,
Secretary

If the recipient sends in a quarter, he or she receives a newspaper clipping in good shape (in the cases we have seen so far, the clippings usually went to mothers and contained some item about a son in the service.)

So far, all right. But what about the free, useful little tool? The **E. Z. Needle Threader** is a little piece of wire stuck into a plastic arrow and must have cost at least one-tenth of a cent in quantity. Stamped into the plastic is the wording "Made in Germany." Many of the mothers were indignant.

☐ **VERMIN SHEETS.** For those who want to keep in touch with the latest efforts of the publishers of hate sheets sent through the mail . . . we recommend a reading of a fine article in the November issue of "Reader's Scope." See "Full of Sound and Fuehrer," by Dorothy Rice Sims, starting on page 46. It is well done.

When You Say That, SMILE!

I have been blackmailed into writing a few things about humor in advertising. But since I have been promised a Ham or Fish dinner at the Editor's expense . . . here goes:

To have your advertising read . . . you must fight for attention. If there is something about your ad that will attract the reader . . . you have a pretty good chance of selling your product.

Most people don't enjoy reading newspaper ads . . . receiving direct mail . . . or looking at billboards. However . . . if it makes them smile . . . if it is amusingly attractive . . . they don't mind advertising a bit.

How can a dignified, long established enterprise use "funny business" in their advertising? How can they maintain their standing and keep the respect of their customers and prospects if they deviate from the standard accepted advertising formulas? It is a delicate question.

You can't get people into hysterics about the United States Steel Corporation . . . and get belly laughs from anything that the Baldwin Locomotive Company wants to advertise. But good, clean, intelligent humor can be used by 95% of the advertisers in America.

Macy's and Gimbel's have never hesitated to use humor to advertise their millions of dollars worth of merchandise. The Pepsi-Cola Company has used everything from Peter Arno's glamor girls to the comic strip characters of Pepsi and Pete to comedy impersonators of their Pepsi-Cola jingles, to the small fry of William Steig.

So you see . . . humor can be used successfully even when billion dollar businesses are at stake.

There is something pleasantly humorous about every business. Business life like ordinary lives . . . has its funny side. The brave business men who are not afraid to be the Charlie Chaplins of their industry . . . the Jack Bennys of their trade . . . or the Danny Kayes of their enterprises . . . are the business men who are going to get a dollar and a half for every dollar they spend in advertising.



Several months ago out in Detroit we heard Merral Fox, President of the Fox Advertising Company, 510 St. Paul Street, Baltimore 2, Maryland, talking about his success in using humor for his clients. He regaled a group of us for hours with tales of specific successes. There was one case where humorous advertising had increased a business seven times its former gross. There were other cases where the humorous pieces produced inquiries from purchasing agents of the largest corporations in America (an unusual accomplishment for a piece of third class mail). Some of Merral Fox's stunts have brought orders amounting to as much as \$14,000.

Merral claims that humor, intelligently used, is one of the greatest order getters in advertising. So . . . we asked him to write down some of his thoughts and we present them here, along with a spread of some of the pieces which have been created along humorous lines.

Conservatively, I predict that an intelligently humorous ad . . . will attract three times the attention of any standard ad.

Now for that word of caution. There is a very definite and impor-

tant borderline that must be watched . . . when you use humorous advertising. Don't exceed the bounds of good taste. Don't be slapstick. Don't even be slightly profane or indecent. It must be good, clean, business fun. Somewhere it must contain that serious thought which is behind all pantomime. By this I mean that after you have had a brief business joke . . . you can talk seriously about what you want to sell.

Humorous advertising is successful advertising because it is based on one of the most profitable ideas in the business world. And that is . . . opening a sales talk by saying . . . "Have you heard the one about . . . ?"

Everyone likes a good joke. Everyone likes to be amused. Everyone enjoys good, clean fun. And everyone is interested in buying your product . . . if you can pleasantly explain why he should have it.

After the war, a sense of humor is going to be very important. Use a few pleasantries in some of your advertising wherever possible. Results have shown that it pays big dividends.

[See next two pages.]

□ GOOD REPORT ON TESTING.

Leslie L. Lewis, Editorial Director of The Dartnell Corporation, 4660 Ravenswood Avenue, Chicago, Ill., sent us a copy of a special 12 page, 8½" x 11" "Case Study of an Outstanding Direct Mail Campaign" recently issued by Dartnell. It was prepared by Lester Suhler of Look Magazine. It gives a complete description of Les Suhler's testing technique on "Look" advertising. There are innumerable tests on the leading paragraph, length of letter, the order form, the envelope, styles of addressing, the value of air mail, etc. Many of the "Look" letters are reproduced. It's an excellent job of reporting and contains worthwhile information. We don't know how you can get a copy, but if you write to Leslie Lewis . . . you'll probably find out.

THIS LADY PLEASURES TWO MEN AT ONCE!

Marie Codd is most unusual.
She can make two men happy at one time... the man who is selling his property and the man who is doing the buying.
That is because Marie Codd has a knack of making a mutually advantageous arrangement. And she has the confidence of hundreds of Marylanders. And she has the confidence of a woman's intuition.

Trust A Woman's Intuition!
When it comes to a decision about a house... you can trust a woman's intuition. And the name of this woman is Marie Codd. That's because Marie Codd has been on both ends of real estate deals.

A LADY WHO KNOWS THE RIGHT MEN!

If you have a piece of property that you want to sell... there is a lady who can handle the deal from A to Z... quickly.
She is Marie Codd... head of the Marie Codd Company. She knows the right man... she has the right telephone numbers... and she can handle everything to your entire satisfaction... and advantage.
For 15 years, Marie Codd has had the confidence of hundreds of Maryland's shrewdest real estate buyers and sellers.
If you want to see how quickly your piece of property can be sold... call Saratoga 4550. That telephone call to Saratoga 4550... will be a minute of your time well spent.
And Marie Codd will securely appreciate your call.

MARIE Codd COMPANY
Real Estate Brokers
Saratoga 4550

FREE FOOD DURING AIR RAIDS

...at Mr. Lapides!

Although Mr. Lapides' basement has not been designated as an official air raid shelter... it's a safe and clean, snugly cozy place to take refuge during a raid.

Mr. Lapides is Superstitious!

Black cats... walking under ladders... raising an umbrella in the house... and Friday the 13th... don't worry Mr. Lapides a bit.
He's superstitious about other things. For instance, he thinks it's lucky to eat a Mickey Mouse short with a corned beef sandwich. But he does give you a really wonderful double feature.
First, it's the deliciously cool air-conditioning... that makes you think you're at Ocean City.
The second feature is the really marvelous delicatessen that has made Mr. Lapides famous all over Baltimore.
And... as if that weren't enough... Mr. Lapides has awfully low prices... and enjoy Mr. Lapides' double feature!

ENJOY MR. LAPIDES' DOUBLE FEATURE!

Come in... and enjoy Mr. Lapides' double feature!

LAPIDES

Refreshingly Air-Conditioned

Redstone Road at Park Circle * LIBERTY 1439

PLEASE, WACKY-RABBIT... DON'T SPY ON US!

If Wacky-Rabbit ever hears about Bohrer's... if he ever saunters through our doorway and asks, "What's up, Doc?"... we're sunk!
Because Wacky is going to see all those gorgeous carrots that Bohrer has. And word is going to get around to all the other rabbits. And you know what happens when a lot of rabbits get together!
So, if you are a friend of Bohrer's... you'll buy up all our delicious, swell tasting

ONIONS MAKE US CRY, TOO!

You don't have to slice onions around here to make Bohrer's cry. All you have to do is to mention them.
Bohrer's had onions, of course... but unfortunately, not in the unlimited quantities in which we'd like to have them.
Even if we say so ourselves... we did a fine job in evenly distributing the large shipments of our onions. You are entitled to... and you will always get your fair share of all scarce vegetables from Bohrer's.
We could cry when we think of the business we had to turn down... that we will be begging for... after the war.
However, we are thankful for the large amounts we continue to get.

SOME TOMATO!

We're not talking about Bohrer's pretty telephone operator... or the pleasant young lady who takes your order.
The tomatoes we're talking about, are the kind that come in bags.
Bohrer's tomatoes, that we ourselves cultivate... from their original unripened green... to the most brilliant, luscious and delicious ripened red you ever saw!
Yes, Bohrer has a special tomato room... and the Bohrer process assures you of serving your customers the most delicious... the most solid and the most appetizing tomatoes money can buy.
Get Bohrer's low prices on our fine tomatoes... and the other 49 different fine fruits and choice vegetables.
Telephone Watkins 9-7440-1-2.

A. BOHRER, INC.

Purveyors of Selected Fruits and Vegetables
52 GANSEVOORT ST. * NEW YORK-14, N. Y. * Watkins 9-7440-1-2

Coffee Keeps Mr. Wunder Awake AT NIGHT!

When Mr. Wunder hits the hay, he doesn't count sheep, and fall off to sleep.
Coffee keeps him awake. He lays in bed and thinks about coffee beans... about finer roasting... about the proper amount of water to use... and about the right proportion of milk and cream.
Yes, Mr. Wunder thinks about coffee day and night. That's why he is able to solve many of the problems restaurants run up against.

If there is anything about coffee on your mind... Mr. Wunder or any of his right-hand-men will be glad to help you. Just call LExington 5943.

WUNDER COFFEE

Hillen and Colvin Streets * Baltimore-2, Maryland * LExington 5943

ED SMITH AND DAN SWEENEY Never Lunch Together!

It isn't because they fight about who will pay the check. It isn't because Mr. Smith has a red-headed waitress at the Pennsylvania... while Mr. Sweeney prefers the blonde at the Ritz. Nor is it because one is a vegetarian... while the other is a meat eater.

The reason they don't lunch together... is because Dan Sweeney may be in the Bronx... while Ed Smith is in Brooklyn.

They divide their calls... so that they can double orders. They are firm believers in "the more people you see... the more people you can sell."

If you have a story you want told to the grocers in Greater New York... Smith & Sweeney would be proud to tell it. Your inquiry will be sincerely appreciated.

ED SMITH AND DAN SWEENEY HAVE VICES!

The two top executives of our organization are not "goody-goodies." They have vices.

Mr. Smith plays poker. Mr. Sweeney bets on horses. And they both play gin rummy and frequent night clubs.

But their biggest vice... is absenteeism. They sneak away from the office very often. Where do they go?

To grocery stores. They look. They investigate. They snoop. And they learn an awful lot about how to make profits for grocers.

SOS!

Whenever you get in a food jam... whenever things go backwards... whenever you want to pose-wow with a couple of food experts...

... send an SOS for S. O. S!

S. O. S. means Smith or Sweeney. And either one will come running at your slightest request.

They are hell-bent on helping you sell anything you buy from them... or anybody else, for that matter. They love to make profits for you.

They really know the New York and New Jersey markets... and their knowledge of selling, merchandising, advertising, routing, surplus dumping, promotion and salesmen instruction is yours for the asking.

Just send an SOS... to S. O. S!

SMITH & SWEENEY

Manufacturers' Representatives and Food Merchandisers

250 EAST 43rd STREET Ed Smith • Dan Sweeney NEW YORK, N.Y.

Mr. Wunder's First Name Should Be John D.!

Instead of Richard... Mr. Wunder should be named "John D." Wunder.

The way he is giving money away, you'd think he was Rockefeller.

But Mr. Wunder believes he is making the finest coffee in Maryland... and you grocers have been so very generous to him... that he is willing to spend money to move Wunder Coffee off your shelves.

That's why Wunder Coffee is giving housewives \$100 on their radio program. If money will move Wunder Coffee for you... Mr. Wunder is willing to spend it!

WUNDER COFFEE

Brothers • Hillen & Colvin Streets • Lexington 5949

OURS IS A GLUTTON FOR PUNISHMENT!

You Can Blitz **OURS**
'til the Cows Come Home!

BEAT **OURS** DADDY EIGHT TO THE BAR!

If you feel like beating on something... we have just the thing. When it comes to taking it... "ours" is a happy combination of Joe Louis on an amphibious tank and a thick-skinned hippopotamus.

By "ours"... we mean... Powhatan Asbestos. Seriously, it is the finest asbestos that money can buy. We mine it so carefully... refine it so carefully... that it can do any job that your plant or laboratory may impose upon it.

We should like to get some Powhatan Asbestos in your hands... so that you can look it over... and try it... right in your own place. A request from you will bring Powhatan samples and prices promptly.

POWHATAN MINING CO.

Mr. Rottenberg and Mr. Harding
AWAIT T... DAY!

MR. ROTTENBERG AND MR. HARDING
...are Fightina Again!

MR. ROTTENBERG AND MR. HARDING
...See Daylight!

After months of being cooped up in a closed office... not daring to peep out because somebody might want to buy something...

... Mr. R and Mr. H are beginning to see daylight again! They even come outside and greet buyers. They aren't afraid to walk into a store to say hello.

If they are not careful... they will soon be asking for an order. Goah, imagine that... asking for an order!

Can it be true that those happy days are again on their way? Mr. Rottenberg and Mr. Harding sincerely hope so!

WOOL NOVELTY COMPANY, INC.

12 WEST 20th STREET
See other side for details on CORD-O-BAY. The sensational bag-making yarn which retails \$1.00 spool



New Shoes . . . for Christmas!

Ever walk all day in the rain, sleep when you can with your shoes on, for a solid seven days or more? . . . Wirtter is wet and cold in Northern France and Western Germany. Belgium and Holland have hundreds of square miles of semi-swamp. Wet shoes get stiff, split their seams, lose their soles, are scrap in a month or so.

Northern Italy's mountain passes are partial to snow, with sharp stones underfoot, unhealthy for shoes.

In the Pacific, you step off the LC into water, waist high, keep stepping on sharp coral, coarse sand, jungle muck, rock ridges, with rain an added feature every day, as long as the Japs last. And sometimes the Japs last longer than the shoes.

GI shoes can be a very satisfactory Christmas present to Joes who need

shoes to stay in business. So let's send them shoes . . . and a Merry Christmas, circumstances permitting. And shells, overcoats, ammo belts for .50 calibre machine guns, K and C rations, gas, grenades, and bombs to keep the B-24s busy . . . with the Merry Christmas!

SENTIMENT is fine, but it can't stop sniper bullets, starshells, spitting tanks, squareheads and Sons of Heaven. The boys can shove on and settle this war quick, if we keep sending the stuff without stopping, stinting, or sparing. Without stinting the War Bonds, or without sparing ourselves! That's our best sentiment!

This suggestion may sound a little crude, but have you ever heard a battle? Battles are our biggest business this year. Sentiments are good forever!

PITNEY-BOWES POSTAGE METER COMPANY, STAMFORD, CONN.



with no business interest in shoes . . . but the originators of Metered Mail, and world's largest manufacturer of postage meters . . . still largely devoted to war production, but beginning again to make postage meters . . . and new jobs for returning servicemen



AROUND THE WORLD. *This reporter* has enjoyed the correspondence with hundreds of boys in the service around the world who have read Black Mail, but the letters during the past several weeks have been much better. I couldn't print many of the personal observations that have been made, but anyone who says that the servicemen were not interested in the election just doesn't know what he is talking about.

Here's a paragraph from one of the letters dated November 9th from far away overseas. Read it . . . and maybe it will make you feel proud, too . . . especially if you were one of those who voted against Fish or Nye or Busbey or Day:

"Tonight the news digest read before the movies brought us the news that Fish and Nye had been relegated to the scrap heap. By God, Mr. Hoke, that sure made me happy. I'm so proud of the people of the United States I could burst. When they played the anthem tonight, I stood straighter than I ever did before in my life. Pardon me if I sound effusive, but the results of this election meant a lot to me."

HELPING THE SERVICE MEN

Last month we printed an item telling about the voluntary and fine service originated by Orville Reed of Howell, Michigan . . . to help returning service men land positions.

He has offered to write letters of application for any service man who needs this type of help. Since the item appeared, Orville Reed has sent us the form which the men are supposed to fill out. We think that form is good, so have asked permission to reproduce it on the opposite page. We think that Orville Reed has started a good idea. It is too big a job for one man and we think that other professional letter writers throughout the country should join in making the same offer.

So, study the qualification blank and help all you can. We should add that *The Reporter* offices will endeavor to act as a clearing house for jobs and applications in the Direct Mail field . . . so tell your returning service men friends to get in touch with us if they are interested in this particular field.

THE REPORTER

QUALIFICATIONS INVENTORY BLANK

Fill in and mail to Orville E. Reed, 132 S. Isbell St., Howell, Michigan

What you tell about yourself here is all the information I will have in preparing the letter to present your qualifications to prospective employers. Please try to make this a complete and detailed inventory of your experience, education and abilities. Where insufficient space is allowed in which to say everything you may want to say about any phase of your qualifications, turn the blank over and write in as much detail as you desire. Or use a separate sheet of paper.

Within a reasonable time after this completed inventory is returned to me I will mail you a letter covering your qualifications which you can copy, or have copied, and mail to prospective employers. The purpose of this letter will be to "sell" your services to employers and get interviews for you.

There is no charge for this service, now or later, stated or implied.

Name.....
Street and Number.....City.....
Age..... Height..... Weight..... Color..... Religion.....
Any outstanding physical characteristics?.....
Married or single..... Children: Boys..... Girls.....

Education High School: Where attended..... What years.....

College: Where attended..... What years.....

Did you graduate?..... What degree, if any..... Major.....

State here what courses you took in high school or college that provided specialized training for the kind of work you are seeking:

State what special education you have had such as correspondence courses, night school, etc. Details, please:

Experience Note below names and addresses of employers and dates you worked for each:

Company	Period of Employment	Type of Work	Reason for Leaving
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Give below any additional information about the above positions that will impress a prospective employer:

The Position You Seek Tell me, as clearly as possible, what type of position you want. Don't just write "Engineering" or "Selling" but be more definite—"Selling Automobiles" or "Mechanical Engineering on Refrigerators." Use the back of this blank, if necessary, to give complete information. This is important.

What are your salary requirements? \$..... When can you go to work?.....

What is your service rank?..... Branch of service?.....

How long were you in the service?..... Type of discharge?.....

Explain below any special training or experience you had in the service that would help you qualify for the position you seek:

ATTACH A PHOTOGRAPH OF YOURSELF, IF POSSIBLE. This is not obligatory but it would help. After you have filled out this blank in detail, and have given all the necessary information about yourself, mail it to Orville E. Reed, 132 S. Isbell Street, Howell, Michigan. DO NOT ATTACH LETTERS OF RECOMMENDATION, SAMPLES OR OTHER SUPPORTING MATERIAL.

(This blank printed as a contribution to this effort by Walt Cousins, Cousins Printing Company, Howell, Michigan.)

TIME TABLE OF TOMORROW

Distances in the air age are better measured in hours rather than in miles. Here is an approximate schedule of the "trans-world" airline of tomorrow, as TWA proposes to fly it using Lockheed Constellations in express service at average speeds of 300 miles per hour.

	N.Y.	Chicago	Calif.
	Hrs.	Hrs.	Hrs.
London ..	11¾	14¼	20¼
Paris	12½	15	21¼
Berlin	14½	17	23¼
Athens	17	19½	25¾
Cairo	19¼	21¾	28
Bagdad	22	24½	30¾
Calcutta ..	32	34½	32
Shanghai ..	32¼	29¾	23½
Tokyo	28¾	26¼	20

The accompanying map was prepared by experts retained by TWA — "Trans-World-Airlines" — who by long and careful study have divided the world into 26 foreign "traffic generating" areas including 44 countries. Not 26 different cities, but 26 different WORLD TRADING AREAS—26 sections of the earth's farthest-flung populations with whom we are bound to have much in common.

Reporter's Note: We took the above item out of current issue of Envelope Economies, house magazine of the Tension Envelope Corporation 345 Hudson Street, New York 14, N. Y. Entire issue devoted to analysis of Air Mail in Postwar period. Keep this time table to remind you that Direct Mail will be a powerful factor in tying the world closer together. Start planning now to learn how to use it to the best advantage.

□ **GORGEOUS!** In these days of rather drab and uninspiring printed promotions . . . it's a relief to see the gorgeous brochure produced and issued during November by The New York Times. It measures 9" x 13½", 48 pages and cover. Printed in pale green and duotone brown. Entitled "Fashions Of The Times." It gives a comprehensive picture of the fashion show originated by Virginia Pope, fashion editor of The New York Times which was produced in The New York Times Hall during the last week of October for the benefit of the Greater New York Fund.

It is a brilliant piece of Graphic Arts production and it must be in keeping with the show itself. Although *this reporter* did not see the actual show, many of the theatrical critics claimed that it rivaled a Broadway production. Brock Pemberton exclaimed, "Magnificent production. Could run for six months on Broadway."

□ **GOOD LOOKING** . . . is the booklet issued in November by Roxalin Flexible Finishes, Inc., Elizabeth F, New Jersey. Vice President E. D. Horgan sent us a complimentary copy of the 44 page, 9½" x 12" plastic bound brochure entitled "20 Years of Plastic Surfacing."

If you are interested in plastic surfacing on anything from a bomber to a sheet of paper . . . be sure to get a copy of this excellently produced informative type of promotion. And technically, it's a credit to the Graphic Arts Industry.

A LEAP YEAR LETTER

It is rather late in the year to be reporting on something that happened in February . . . but we just heard about it.

An old friend of *this reporter* saw the article in The Saturday Evening Post, and renewed contact. He told us about his unique stunt of writing to his friends every February 29th. Sent us a sample of this year's letter. Since we are going to talk more and more about letters in *The Reporter*, we think this idea is worth passing along. Maybe you won't want to wait for four years . . . but it is a good idea to reestablish your contacts every once and awhile. Perhaps through a Christmas letter, or a New Year's letter, or even a July Fourth letter.

The following was mimeographed on the letterhead of the Hotel Greeters of America, office of E. W. Elmore, Publicity Director, c/o Burns Cuboid Company, Inc., P.O. Box 1743, Santa Ana, California:—

My Dear Friend:—

February 29 comes but once every four years. For many such periods I have used that extra day to write my friends and tell them that I like

them. I do not bother to waste stamps on those who merely are fair weather friends, but fellows I consider really close friends who know me . . . realize my faults . . . and still like me! Fellows for whom the welcome mat is always out at the ELMORE home.

We may not agree on our politics . . . and we probably would solve the post-war problems in a slightly different way . . . but if you were in a jackpot and needed a little help, I would not like it if you didn't ask me to help. Similarly, I would call on you if I needed assistance.

But it's mainly just because you have added something to my life, by knowing you, that I wanted you to have this Leap Year message.

Perhaps in this mad scramble for money you may think me out of place to pause and tell you that I like you, and that your effect on my life has been pleasant and stimulating. . . but years ago I received a similar message from a fellow I had never met, and yet he had done for me more than any of my "alleged" close friends. I have read that letter many hundreds of times . . . and it has served to inspire me.

If you didn't receive a letter from me last Leap Year February 29, it was because I hadn't yet added you to that very choice list of fellows I really like . . . fellows who tolerate OLD MAN ELMORE despite his disposition.

So until another four years . . . here's wishing you the best of everything . . . and especially do I hope that I have earned the right to be inscribed in your book of Friendship.

Sincerely,

(s) E. W. Elmore

Originally each letter was hand written, but with the years the list has grown until I now write one letter for all . . . and try to make it just as personal and just as sincere.

This sign was recently encountered at the entrance to a farm by one of our drivers who delivers in Greenwich, Conn.:

"Persons trespassing on this place will be prosecuted to the extent of two mongrel dogs who are susceptible to who they bite and also a double-barrelled shotgun. Damned if I ain't tired of trespassers."

From The Pick-Up, h.m. of United Parcel Service, New York 16, N. Y.

Good copy doesn't have to be perfect!

FLASH

As promised last month, we had prepared for this issue of *The Reporter* a full report on the nearly unbelievable misuse of the franking privilege by Senator Langer of North Dakota. It showed in detail how Langer made a two hour (seven page) speech in defense of the seditionists on trial in Washington. How speech was reprinted at low cost and mailed by the seditionists under the free frank of Langer. How Lizzie Dilling used the mail to raise money to "buy" the Langer reprints and franked envelopes. How the defendants arrogantly and openly sat in court addressing the franked envelopes.

Langer's distorted cooperation, if not actual contempt of court, was at least an unjustifiable interference with the judicial branch of the Government.

But the sudden death of the presiding judge—Chief Justice Edward C. Eicher—on November 30 brought further chaos to an already chaotic trial. So we have dropped our report on Langer . . . temporarily. What will happen next is . . . anybody's guess. After the necessary mistrial is declared, the Government can start all over again; revise the indictments or drop the whole thing. To let the twenty-six defendants off scot free would be a mockery of justice. If they do go free *this reporter* predicts a flood of disruptive propaganda in the mails more violent than anything we have seen in the past. If you think the misusers of the mails should be prosecuted . . . write to the Attorney General about it.

A COMPLAINT

Dear Henry:

I do not want you to do this just for me, but just in case there are others who also protest, I want to go on record as **not** approving your omission of the punch-hole in your September edition.

According to my loose-leaf binder, September is the first issue you have put out without the punch-holes for a long, long time. Your magazine is too good to be subjected to the usual hit-or-miss methods of filing.

Robert E. Hill, Bakers' Helper,
330 S. Wells St., Chicago 6, Ill.

Reporter's Note: Sorry. It won't happen again. In the last issue we had to drop the holes so that the fine merchandising chart from England wouldn't be spoiled.

THE REPORTER

CURE WARTIME LETTERHEAD-ACHES* with *All-Rag* Anniversary Bond



*LETTERHEAD-ACHE:

Executive annoyance resulting from the fact that many wartime letterheads on non-rag or part-rag paper tend to be somewhat dull and gray.

CAUSE: Wartime shortages of bleaching chemicals. **CURE:** Step

up your letterhead *all the way to ALL-rag Anniversary Bond* — the one type of paper that's just as white, clean, crisp, permanent and impressive as before the war! . . . *Firm cotton fibres* stand up under repeated erasures. *Strong* . . . even in light weights, Anniversary Bond can take rough handling—reaches the other fellow's desk fresh and uncrumpled. *More expensive?* . . . yes, a trifle — only 6¢ more per day if you use 10,000 letterheads a year . . . less than the cost of an air mail stamp!

FOX RIVER PAPER CORPORATION, 404-K S. Appleton St., Appleton, Wis.

All-Rag ... ONLY



MORE PER LETTER

ANNIVERSARY BOND

A FOX RIVER

Masterline PAPER

Do You

STUDY PEOPLE



INTRODUCTION

by HENRY HOKE

Some time ago a young man from another city visited my office and wanted us to help him obtain a position as a creator of Direct Mail in some New York advertising agency.

We questioned him about his ability and about the work he had created so far. During the course of our discussion, we asked him what kind of goods he had sold personally. In other words, we wanted to know in what type of personal selling he had had successful experience. He replied that he hated to do personal selling. He refused to go out and try to sell in person. We told him that in our opinion he should try to get into an entirely different field.

We believe that it is necessary to have the love of selling in your heart if you want to be a good creator of Direct Mail Advertising. For this reason we have included in this Course a section devoted to the fundamental principles of good sales promotion. Many books have been written on the psychology of salesmanship. There have been books on how to influence people and make friends; on how to win sales arguments. It is not our purpose to give you a book on the subject. We will give you the highlights.

We have selected a man who knows sales promotion. He learned it in the hard way—out on the road meeting people and meeting emergencies. Hunter Snead, formerly manager of promotion and market research of Electrical World, New York City, and now with Aviation Magazines, Boston, Mass., has had nearly twenty years of experience in sales promotion with such firms as Westinghouse Electric, Edwin L. Wiegand and West Virginia Paper. During eight years at Wiegand he pounded out productive business paper and Direct Mail campaigns,

During the past few months, we have listened to many discussions about postwar advertising . . . whether Direct Mail will change . . . what will be the type of advertising that will sell peacetime goods. Most of these discussions seem so silly. PEOPLE are going to be very much the same. The same kind of words, the same kind of appeals and the same kind of formats which sold goods and service before the war, will sell worth while goods and service after the war.

Following one of these discussions, we started reviewing THE REPORTER COURSE IN DIRECT MAIL ADVERTISING, and became absorbed in the section devoted to the fundamentals of sales promotion. We read every word of it again, and decided to print it in full in THE REPORTER, even if it has to be continued over in several issues. We are reprinting it because we believe this subject is most essential to every creator or user of Direct Mail Advertising. If you do not study people, if you do not understand people . . . you cannot get good results from your Direct Mail.

barnstorming the country educating power company salesmen in the intricacies of commercial and industrial uses of electric heat, keeping the sales agents on their toes. He worked with a score or more of manufacturers developing Direct Mail campaigns for them. He is a student of PEOPLE and of the things which make people "tick." He is a kindly critic and analyst of advertising.

He is not going to give you a book on selling. But he has concentrated into one outline, the highlights of selling and advertising strategy that every Direct Mail creator should know.

He will answer some of these questions: What makes people do the things you want them to do? What makes customers TICK? What are the four basic reasons why people will part with money? Are the buying reactions of women different from those of men? What are the seven basic things that people will not do? What are the eight peculiar quirks which make people feel or react to any sales appeal? What must you know about people before you can plan any type of Direct Mail?

Many of the things that Hunter Snead tells you—you already know, or should know. His purpose is to remind you of formulas for selling, which you should apply to your daily work. Without these formulas and without a background of Selling experience, you are limited in your ability to produce resultful Direct Mail Advertising.

THE FUNDAMENTALS OF SALES PROMOTION

By HUNTER SNEAD

SALES PROMOTION consists of anything that can be done to bring your business continuously favorably to the attention of prospective customers, to make your business or service better known in those fields of its present acceptance . . . and more widely known in new areas of sales possibilities.

In short, to increase sales and profits and to build good will.

SALES PROMOTION is an assistant to personal selling. Its purpose is to complement, amplify and assist selling efforts.

IT IS USED to increase the power and effectiveness of personal sales activities by supplying additional vitality needed to make them continuously effective.

(A good parallel is that sales promotion is the "ethyl" in sales gasoline.)

WHAT ABOUT PEOPLE

Before you map out your sales strategy and start planning what form your advertising pieces will take, it's important to know some things about people in general.

If we were doing our selling behind a counter or making house-to-house calls or calling on people in offices or factories, we would have plenty of opportunity to size them up, quickly discover what they were interested in, find out the size and type of product best fitted to their needs . . . and a dozen-and-one essential factors. Then we could turn on our selling forces and go after the order.

But since we are discussing sales promotion through the mails, we will find it invaluable to check back and see what has been found out about people in general; what prompts them to want to buy and make the purchases that are being made right and left.

On the surface of things you would think that logic would be the sound basis for buying; but that premise must be waved aside, or in some cases amplified . . . by determining what constitutes "logic" from the customers standpoint.

Start taking a customer apart and you'll find all kinds of reasons for buying. Boiled down they will be discovered to be based on emotional reaction in the majority of the cases.

What you think about anything is probably not what you THINK, but what you FEEL especially when it comes to buying.

It's essential to realize that when selling to people. It's how the customer feels about linoleum enhancing the appearance of a room from a decorating standpoint or how the customer feels about linoleum being cold and uncomfortable on frosty mornings when they have to get up early to close the window . . . that determines sales on this item.

Tests show that the feeling of a better quality of hosiery has been created (unconsciously and thus automatically) in customers minds by the simple addition of a popular perfume. The unconscious and the emotional side of people is a paramount factor in planning sales and

THE REPORTER



"Delayed handling of mail does not slow up our organization. We installed a complete U. S. Postal Meter mail-handling system and it has smoothed out the operation of our entire office. Take our letter opener, for example. It opens from 100 to 500 letters a minute—does in a flash what used to take an hour or more."



"... and no more missed trains and planes for outgoing mail either. Our metered mail machine seals, imprints, postmarks, counts and stacks the mail as fast as we can feed it! Yes, sir, since we modernized with U. S. Postal Meter mail-handling equipment, our mailroom runs like clockwork."

If your mailroom needs a "shot in the arm" to make it operate efficiently, take a tip from the happy-looking gentleman pictured above. Call in a U. S. Postal Meter specialist. He'll gladly diagnose your mail-handling troubles and make recommendations for their cure. Call him today.



Metered Mail Systems . . . Postal and Parcel Post Scales . . . Letter Openers . . . Envelope Sealers . . . Multipost Stamp Affixers . . . Mailroom Equipment. (Many units available.)

**COMMERCIAL
CONTROLS
CORPORATION**

Branches and Agencies in Principal Cities

U. S. POSTAL METER DIVISION

Rochester 2, New York

advertising drives. We must keep this point in front of us all of the time.

There are dozens of instances (based on tests and surveys) which indicate that buying is largely based on how people **feel** about a product or what it will do for them.

Women buy household appliances saying that they want them to keep the house looking neater or to eliminate the possibility of termites moving in. But down underneath this thinking of superficial reason-for-buying lies the real reason—she wants more free time to chat over the back fence; go visiting; attend parties, teas, theatres or lectures . . . or have more time with her family. Don't forget it, like most women this housewife would prefer being with women than with men.

Or you hear someone say they'd like to travel; they'd like to take a trip. They say for rest to get away from it all, to relax and see something of the world. But talk to the psychoanalyst and what will he tell you . . . "except for business people travel for two main reasons: to find romance or to get back to some familiar or childhood place."

So let's have respect for these unconscious forces and take advantage of them in planning sales activities that go through the mails in selling people in general.

People Want to Buy Personal Adequacy

Why do people want a bigger house (when they might not really need it)? Why do people buy a more powerful car? Why do they buy a college education for their youngsters when they didn't get off to school themselves? Why do people buy what they buy?

You pick it up from here and ask these and other questions . . . and you will find you come back to the starting place . . . the unconscious desire to be more **adequate**. It's this hidden tendency that starts a lot of buying.

People want to impress other people. Or they may want to copy other people whom they think they'd like to be like. It's pretty much the same among people all over the world, among big people and little people. That's why the purchase of

radios that reach around the world seem to bolster up people's feeling of inadequacy. Or they buy the bigger and better car. Everyone is striving for something—what it is the customer isn't quite sure. But in this endless search, sales are made. And that is your No. 1 cue.

Remember, people want to buy personal adequacy. What have you got to sell them that fills this crying need?

P. S. People who want a greater feeling of adequacy buy the expensive things. These people buy to demonstrate how powerful their pocketbook can be.

People Want to Buy Romance

She doesn't want a dress because it's a bargain—no sir, . . . she wants it because the clerk said it made her look alluring. And women even want husbands to get an oil burner believing that it will make her less tired and haggard than tending to the furnace a few times a day. Men react similarly—they buy office appliances and hair tonic and reducing girdles and take supervised exercises—to hang on to **romance**.

Take time out to go through the magazines, the nations weeklies ranging from the Satevepost, Collier's, Time and others down the line to the cheaper ones we see on the newsstands. "Springtime" is on the minds of thousands and thousands of men and women even if it isn't in their hearts.

What about your product? How can you get a "romantic" appeal into your sales story? If you don't have an out-and-out selling point or advantage that has a romance-slant to it, give it more study and the chances are you'll find it—if you have a product that sells to the general public.

PEOPLE WANT TO BUY THE PROMISE OF LONGER LIFE

In spite of all the worries and vicissitudes of life, come war or peace; in spite of all the things that people complain about and in spite of continuous echoes that life isn't what it used to be . . . it still remains true that there is no buying stimulus stronger than that prompted by the desire for some

promise or reassurance of **LONGER LIFE**.

The desire for persistent reassurance that nothing is going to happen—or at least we hope it won't happen to us; the unconscious urge to make sure that we will **live longer**, is so strong that it activates most of the daily conduct of the average customer whether or not he will admit it. Seldom do people become aware of it, yet this powerful and automatic urge which drives us toward many wants for things which we actually do not need in the business of living comfortably and happily, is unquestionably number three in the foursome of impelling factors behind buying.

We laugh at the patent medicine peddlers of years ago. We smile when we read about the itinerant medicine men who set up their one-night stands. But we can go further back than that for convincing evidence of this desire to secure actually a longer life. Remember Ponce de Leon who set sail to find a third world and the fountain of youth for good measure . . . and instead he discovered Florida.

"Elixirs of life" are always popular and find a responsive group of buyers numbering thousands. People continue to have blind faith in things that will give them this promise of longer life. We can't overlook this in planning productive promotion, for somewhere down the line your product or service must contribute to this theme in some phase of its benefit to users.

You don't have to look far to see that this complex about life-and-death looms up in daily activities in all sorts of disguises. Men of forty and fifty quit running for the 8:15—they say they get started earlier because they need the exercise, the longer walk, at least that is how they rationalize to you. But they are thinking about their hearts or their blood pressure.

Middle-aged men will cut down their driving speed to 35 or 40 miles an hour and talk about the increased mileage they get out of their set of tires, gasoline or how much longer their car will last. But their real reason is to side-track accidents and possible catastrophes.

Why do people flock to sunny climes, to the shore, to Florida and California? Why do the sales of the alphabetical vitamin capsules soar to new records? Why do sun-lamps have a big and growing market? Why do people gladly spend more and join gym groups or join clubs to promote-not culture but curves and courage? With the hope that one of the big benefits will be meeting more people? **No!** Rather, getting stronger, healthier and more vital. In short, to live longer—at least as long as possible. Rather, to get back that old “glad-to-be-alive” feeling they are confident they used to enjoy **every day** when they were younger.

Social Security, pension plans — everything from Townsend to California's \$30-every-Thursday promise has its new thousands of enthusiastic followers — because people dread unconsciously a dependent old age; dependent not necessarily in money only but in lack of vital resources of energy and the sense of well-being so quickly lost.

You wonder why some people buy the cheapest articles? Many of them figure that it is one way to help them to set aside that elusive reserve fund against the “rainy” day in later life.

But you say you don't have trips or real estate or medicine to sell. What then is your product? And what are the longer-life advantages it has to offer? After all, this perpetual and unconscious desire for promise or reassurance of longer life is simply the effort to eliminate uncertainty or at best, remove uncertainty for as long as possible.

Tires that provide longer mileage, safety from blow-outs — provide longer life to owners of automobiles, and greatly reduce uncertainty about tire accidents and their costly and tragic results.

Safety glass for autos and passenger trains; headlights that eliminate blinding glare—the bugaboo of night driving; bottles that have telltale markings or identions that telegraph through your fingers in the dark that this bottle says “poison” or “caution”; the wringer on the washing machine that prevents catching your hand and mangling it; safety devices by the score . . .

these are what people want, and what makes people buy products they may not really need.

Keep this in mind and in your selling as in your copy **keep** telling people that **your** product won't explode, won't catch fire, won't cause a shock, won't short-circuit, won't jam, burn or break, won't collapse or skid or tip over. If it's a food product, point out that it isn't (or is) fattening, that it won't irritate or distress or cause a general raid on the medicine cabinet.

Never minimize the fact that there is more fear of all these things buzzing around in the head of the average customer than most of us realize. Remember that life insurance and fire extinguishers have a perpetual market. What about your products? Make a list of their **long-life** features and keep hammering away on them.

PEOPLE WANT TO BUY MASCULINITY

MEN AND WOMEN ALIKE seem to pride themselves on the fact that “they can take it.” They play three rounds of golf. They ride an hour before breakfast. They take brisk walks. They take cold showers. They drive high-powered cars. They are great “joiners” and cherish their night (or nights) out. They bowl two nights a week. They can swim a mile. They have a garden of their own or a well equipped work shop down the cellar. They chop their own wood for the fun of it (so they say). They wear heavy tweeds. They go to prize fights. They smoke big black cigars. They brave rain and snow to see the home town or college team win. In short, men like to be extremely hardy and masculine.

Sure, the boss may faint at the sight of a spurt of blood from a workman's cut hand, but he will try and get ring-side seats at the fight or at least take field glasses—depending on his pocket-book. Somehow it makes him feel more a part of that large group of men who pride themselves upon their rigorous masculinity. He will nurse aching feet for three days, but would he drop out of the foursome that was putting on a three-18-holes-or-bust marathon at the club?

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SHOULD INCLUDE

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Start Right in January
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AHREND DIRECT MAIL CAMPAIGNS

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“Sir: Rippo Blades give you a faster, smoother shave. . .”

ARE YOU REACHING THE RIGHT PEOPLE?

For your next mail promotion use a list of *right* people . . . people who are *known* to be buyers of products and services similar to your own. We don't own lists but we do know where to get them . . . 2,000 privately owned lists—more than 80 million names—are registered with us and available on a *rental* basis. Cost is low—service is fast. Tell us the people you want to reach—we'll make suggestions without obligation.

D-R SPECIAL LIST BUREAU

(DIVISION OF DICKIE-RAYMOND, INC.)
80 Broad Street Boston 10, Mass.

Man is a funny guy. He wants to dominate if it's the last thing he does. Man is unreasonable at times mostly because he wants to show authority. He drives the salesman for a better price. He wants a radio and a heater tossed in with the price of the new car. And if he gets it he suddenly feels a sort of vigorous manly triumph. Don't ask why!

Because of this complex masculinity, the department store figures show that 60% of the men prefer a man clerk for most things. It disturbs a man to feel that he is not considered sufficiently invulnerable a prospect to require the attention of the most daring and aggressive salesman.

This fourth unconscious force that makes men buy is one that may cause you a bit of amusement, but it isn't a funny matter if ignored in your promotional plans. You see salesmen take advantage of its existence at the automobile show and in the local show rooms. "Now of course your wife is more interested in the color of the car and the upholstery but as a man, you'll want to look under the hood and see this newest engineering development." And up goes the hood and in goes the husband to put on the act, more often than not, that he knows what is what when it comes to mechanics and engineering. He's feeding his ego, for he wants to be what the salesman is trying to make

him feel he really is—quite engineeringly masculine and all that sort of thing.

Naturally, you can think of other instances that will emphasize the importance of this complex, this subconscious but impelling driving force. Remember this when you are writing and planning your sales promotion direct to "men only."

* * * *

AND AS FOR WOMEN, they like mannish felt hats, they vie with men in smoking. They no longer hesitate to mingle with men at the bar. In short, there seems to be a growing tendency among women to adopt as many of the customs of men, as many of their sport costumes and as much of their interests in sports as can possibly be taken over without too great a loss of that basic femininity which every woman assumes is her endowment.

It is a matter of generally accepted fact that within the past few years women have become possible purchasers of goods hitherto always regarded as exclusively masculine. Women explore the jungle, the arctic wastes. They pilot planes across oceans. They are in politics. They are on the police force. Man has hardly a haunt that he can call his own. Well, maybe it used to be a man's world!

There will be argument from the women's side but check the studies

made by psychologists and their findings reveal that the curving toward a greater degree of masculinity is stronger in women than in men. They point to athletic activities of women reminding you that today women can vote. Women in business is another case in point.

WANTED: MORE TIME, MORE ENERGY—By Mr. and Mrs. Average Customer.

Maybe you have made a list of things you would like to do or see. Besides having the extra money required, what is the other factor that keeps you from going ahead and doing them? Time?

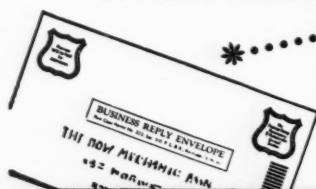
Step up and ask the average person what one thing they wish they had (besides more money perhaps) and the chances are a high percentage will tell you "more time."

Everyone seems to be rushed, short of time to do the things they think are necessary and essential to their job of working and living. People want to get a nice tan quicker than nature can give it to them. They want to live near to their place of business—to save time. Never mind at this moment considering what they are going to do with the extra time they think they are going to save. (They say they want more leisure time—and the use of the new-found leisure presents still another problem!) The main point is that the majority of the buying public is on the lookout for time saving ideas, methods, processes, appliances and equipment. Time has become the hand-in-hand companion of money, for with time and money people believe they can step right out and secure the things they do not have but want most.

So, what time-gaining features does your product or service offer? Tell and show people how it will save them wasting precious moments, perhaps hours, and you have a listening audience.

Quick lunches, one-stop service stations, picture magazines, the radio, electric razors, all have the time-saving appeal. Reader's Digest's success is built on supplying you with worthwhile stories and articles in boiled-down, quick reading consumption.

A GOOD RETRIEVER



Whether you are hunting game or sales, you need a good retriever. In hunting game it's a dog—in direct mail a return envelope. Return Envelopes are being soft-pedalled today to save paper. But they will be back in force after victory.

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COPY

ANALYSIS OF ADVERTISING—Printed or radio; technical or nontechnical. Analysis of copy, layout, typography, art, media and follow-up. C. Beach, 8914 La Salle Blvd., Detroit 6, Mich.

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EVERY EXECUTIVE SHOULD READ "Letterhead Design and Manufacture," by Fred Scheff, 225 pp., 8½ x 11, 125 illustrations. "EXCELLENT" Printers' Ink. Mail \$5.00 to Fredericks Co., 68 Nassau St., New York 7, N. Y. Money refund guarantee.

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NEW MAIL ORDER COMPANY, just starting out, requires the full or part time services of a copywriter, artist, etc., etc. Excellent opportunity. Room 803, 401 Broadway, N. Y. C. Anal 6-7820.

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RIBBONS, INK AND SUPPLIES for the Multigraph, Dupligraph and Addressograph Machines. We specialize in the re-manufacturing of used ribbons. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

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THE REPORTER

Customers are 'busy people—either actually or in their own estimation. Keep this in mind when planning your "selling talk."

IT WOULD SEEM then that the daily recurring need of men and women is for more energy and vitality with which to meet the day. Given this necessary energy it stands to reason that they will feel ADEQUATE; that life will take on a more ROMANTIC color; that the most taxing of sports and activities will not prove too strenuous; and that all the fields of pleasure and work will open wider for both men and women.

If they could buy energy then, wouldn't that solve most of the problems?

Hardly a day passes but some new device is introduced to sell energy directly or indirectly. For instance, one of the devices is an electrical first-aid to tired feet. You've probably seen them at the fairs or in the drug stores. Having the appearance of a weighing machine, you step upon it, insert your penny in the slot and immediately your tired, aching feet receive an invigorating treatment administered through the vibrating treadles.

This is one more example of how ready the manufacturers are to seize upon every market created by daily, simple human needs. Breakfast food sales have been multiplied by campaigning the energy theme and supplying products that supported the claims.

No better proof is needed than the success of the series of gelatine ads. In these ads you are presented with the flattering idea that you too may dance late without tiring, play tennis in the heat of the day without feeling the strain, or pedal yourself over hill and dale while a lesser man than you drops by the wayside. Why all this? Just because a very aggressive woman manufacturer underwrote the conducting of extensive lab-tests and actually determined that certain food elements give men added energy. Knowing these scientific facts to be true and knowing how much men crave additional energy, nothing else was needed to start the ball rolling. Develop a product—food or mechanical—that contributes to increasing man's energy—or to his

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estimate of his own manliness, and an eager and profitable market rewards you.

Remember the raisin campaign, "have you had your iron today?" That campaign broke several years ago, but the force of its impact, its basic appeal, created a buying habit which is still gathering momentum.

You know, buying habits can become family heirlooms. It was not only the old "sulphur and molasses every spring" habit which was handed down from generation to generation! Many such good and ancient food and remedy habits have been established as family buying habits.

What has your product got to offer that contributes to average consumers' search for energy, more energy? Tell them about it.

To Be Continued Next Month

THE REPORTER does not like continued articles. We like to have each issue complete . . . but this time we will have to continue Hunter Snead's discussion into the next issue. The second section is even better than the first.



Out of the welter of war...

Through the Will to Victory and the pressure of war economies, Industries on the home front co-operated and accomplished things they never even dreamed possible.

Like every other paper company, International Paper Company has been forced, through scarcities and restrictions, to produce paper far below the

standards set by paper makers who take great pride in their products. Yet out of these trials and tests have come many interesting and fruitful results. International looks forward to Peace — when it will be able to produce even better paper than ever.

★ ★ ★

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